

Rep Order# 9816642 Ver# 9 Status Revised
EC'd Yes

Traffic Order# 574359

Printed: 09/12/2012 8:24 AM
Last Received: 09/11/2012 5:16 PM
Showing Buylines: All Rep Revised Lines

1 of 2

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL
Product LOVE FOR UT-CD-4
Estimate# 912918
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/912918
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REV LN10

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*10	TH	8A-9A	GOOD DAY UTAH	:30	\$375.00	09/13-09/13	1	1	1	\$375.00	
	Rating: 3.0											
	Sales Remark: V9 1X 9/12 N/A. PLS MV TO 9/13											
	X											
	V9 More than 2 codes changed											

---REPORT TOTALS---

Report Totals: 1 / \$375.00

---SALES MONTHLY TOTALS---

Sep 12: 15 / \$8,900.00
Sales Totals: 15 / \$8,900.00
Station Totals: 15 / \$8,900.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$44,500
CABL 0% KDLU 0% KJZZ 0% KSL 20% KSTU 20%
KTUX 17% KUCW 0% KUTV 43% UNKB 0% UNKN 0%

Books null
Demos RA35+

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1 of 3

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Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating: 4.2	*1	SU	7A-9A	GOOD DAY UTAH	:30	\$325.00	09/16-09/16	1	1	1	\$325.00	
	V5 Comment Changed, Rate Changed											
	*2	TH	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/13-09/13	1	1	1	\$250.00	
	V5 Comment Changed, Rate Changed											
Rating: 1.6	*3	F	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/14-09/14	1	1	1	\$250.00	
	V5 Comment Changed, Rate Changed											
	*4	M	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/17-09/17	1	1	1	\$250.00	
	V5 Comment Changed, Rate Changed											
Rating: 1.6	*5	TU	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/18-09/18	1	1	1	\$250.00	
	V5 Comment Changed, Rate Changed											
	*6	SA	7A-9A	GOOD DAY UTAH	:30	\$325.00	09/15-09/15	1	1	1	\$325.00	
	V5 Comment Changed, Rate Changed											

Rep Order# 9816642 Ver# 7 Status Revised
EC'd Yes

Traffic Order#

Printed: 09/11/2012 4:38 PM
Last Received: 09/11/2012 4:32 PM
Showing Buylines: All Rep Revised Lines

Station KSTU-TV SALT LAKE CITY, UT

Advertiser () POLITICAL

Product LOVE FOR UT-CD 4

Estimate# 912918

Buyer Patricia Dome

Phone#

Fax#

Agency () SMART MEDIA GROUP

814 KING ST, SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/912918

Flight Dates 09/12/2012 - 09/18/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () DAN DRISCOLL

Salesperson Phone# 202-955-5342

Salesperson FAX# 917-206-9589

LT Ln Day Time Program

Len

Rate

Dates

Spots/Week

of Weeks

Total Spots

Total Cost

Daypart

*7 TH 7A-8A GOOD DAY UTAH :30 \$375.00 09/13-09/13 1 1 1 \$375.00
Rating: 3.0
V5 Comment Changed, Rate Changed

*8 M 7A-8A GOOD DAY UTAH :30 \$375.00 09/17-09/17 1 1 1 \$375.00
Rating: 3.0
V5 Comment Changed, Rate Changed

*9 TU 7A-8A GOOD DAY UTAH :30 \$375.00 09/18-09/18 1 1 1 \$375.00
Rating: 3.0
V5 More than 2 codes changed

*10 W 8A-9A GOOD DAY UTAH :30 \$375.00 09/12-09/12 1 1 1 \$375.00
Rating: 3.0
V5 Comment Changed, Rate Changed

*11 F 8A-9A GOOD DAY UTAH :30 \$375.00 09/14-09/14 1 1 1 \$375.00
Rating: 3.0
V5 Comment Changed, Rate Changed

*12 TU 8A-9A GOOD DAY UTAH :30 \$375.00 09/18-09/18 1 1 1 \$375.00
Rating: 3.0
V5 Comment Changed, Rate Changed

*13 SA 630P-7P SEINFELD :30 \$400.00 09/15-09/15 0 0 0 \$0.00
Rating: 3.5
V5 Comment Changed, Spots/week Changed

*15 SU 2P-230P NFL POST GAME 2 :30 \$1,800.00 09/16-09/16 1 1 1 \$1,800.00
Rating: 6.0

Sales Remark: V7 REV
X
V5 Comment Changed, Rate Changed
V7 Time Changed, Comment Changed

Rep Order# 9816642 Ver# 7 Status Revised

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Product LOVE FOR UT-CD-4

Flight Dates 09/12/2012 - 09/18/2012

Estimate# 912918

Hiatus Weeks

Buyer Patricia Dome

Hiatus Weeks

Phone#

Hiatus Weeks

Fax#

Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
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Salesperson Phone# 202-955-5342
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*16	TH-F	5P-6P	NEWS	:30	\$400.00	09/13-09/14	1	1	1	\$400.00	
	V5 Added											

---REPORT TOTALS---

Report Totals: 14 / \$6,100.00

---SALES MONTHLY TOTALS---

Sep 12: 15 / \$8,900.00

Sales Totals: 15 / \$8,900.00

Station Totals: 15 / \$8,900.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$44,500

CABL	0%	KDLU	0%	KJZZ	0%	KSL	20%	KSTU	20%
KTVX	17%	KUCW	0%	KUTV	43%	UNKB	0%	UNKN	0%

Books null
Demos RA35+



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

<u>Contract / Revision</u> 574359 /		<u>Alt Order #</u> 9816642
<u>Product</u> LOVE FOR UT-CD-4		
<u>Contract Dates</u> 09/12/12 - 09/18/12		<u>Estimate #</u> 912918
<u>Advertiser</u> Love/R/Congress		<u>Original Date / Revision</u> 09/11/12 / 09/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Dan Driscoll	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 52.30
<u>IDB#</u> 1046	<u>Advertiser Code</u> LOVE	<u>Product Code</u> ORDR
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Smart Media Group LLC
 814 King Street
 Suite 400
 Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	13	09/12/12	09/16/12	Su 7a-9a	7a-9a		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S				1	\$325.00	4.20			
N 2	13	09/12/12	09/16/12	M-F 530a-6a	530a-6a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$250.00	1.60			
N 3	13	09/12/12	09/16/12	M-F 530a-6a	530a-6a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--				1	\$250.00	1.60			
N 4	13	09/17/12	09/18/12	M-F 530a-6a	530a-6a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$250.00	1.60			
N 5	13	09/17/12	09/18/12	M-F 530a-6a	530a-6a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----				1	\$250.00	1.60			
N 6	13	09/12/12	09/16/12	Sa 7a-9a	7a-9a		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$325.00	3.20			
N 7	13	09/12/12	09/16/12	M-F 7a-8a	7a-8a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$375.00	3.00			
N 8	13	09/17/12	09/18/12	M-F 7a-8a	7a-8a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$375.00	3.00			
N 9	13	09/17/12	09/18/12	M-F 7a-8a	7a-8a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----				1	\$375.00	3.00			
N 10	13	09/12/12	09/16/12	M-F 8a-9a	8a-9a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$375.00	3.00			
N 11	13	09/12/12	09/16/12	M-F 8a-9a	8a-9a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--				1	\$375.00	3.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

<u>Contract / Revision</u> 574359 /		<u>Alt Order #</u> 9816642
<u>Contract Dates</u> 09/12/12 - 09/18/12		<u>Product</u> LOVE FOR UT-CD-4
<u>Advertiser</u> Love/R/Congress		<u>Estimate #</u> 912918
		<u>Original Date / Revision</u> 09/11/12 / 09/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 12	13	09/17/12	09/18/12	M-F 8a-9a	8a-9a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----				1	\$375.00	3.00			
N 13	13	09/12/12	09/16/12	FOX X Factor Wednesday	7-9p		:30				NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$2,800.00	11.00			
N 14	13	09/12/12	09/16/12	FOX NFL OT	FOX NFL OT		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S				1	\$1,800.00	6.00			
N 15	13	09/12/12	09/16/12	M-F 5p-6p	5p-6p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--				1	\$400.00	3.50			
Totals										52.30		15	\$8,900.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/18/12	15	\$8,900.00	\$7,565.00
Totals	15	\$8,900.00	\$7,565.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

1-3-4

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	SU	7A-9A	GOOD DAY UTAH	:30	\$325.00	09/16-09/16	1	1	1	\$325.00	
Rating: 4.2												
Sales Remark: V5 REV												
V5 Comment Changed, Rate Changed												
	*2	TH	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/13-09/13	1	1	1	\$250.00	
Rating: 1.6												
Sales Remark: V5 REV												
V5 Comment Changed, Rate Changed												
	*3	F	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/14-09/14	1	1	1	\$250.00	
Rating: 1.6												
Sales Remark: V5 REV												
V5 Comment Changed, Rate Changed												
	*4	M	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/17-09/17	1	1	1	\$250.00	
Rating: 1.6												
Sales Remark: V5 REV												
V5 Comment Changed, Rate Changed												
	*5	TU	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/18-09/18	1	1	1	\$250.00	
Rating: 1.6												
Sales Remark: V5 REV												
V5 Comment Changed, Rate Changed												

Rep Order# 9816642 Ver# 5 Status Revised
EC'd Yes

Traffic Order#

Printed: 09/11/2012 4:24 PM
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Product LOVE FOR UT-CD 4

Estimate# 912918

Buyer Patricia Dome

Phone#

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814 KING ST, SUITE 400

ALEXANDRIA, VA 22314

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Flight Dates 09/12/2012 - 09/18/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () DAN DRISCOLL

Salesperson Phone# 202-955-5342

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LT In Day Time Program

Len

Rate

Dates

Spots/Week

of Weeks

Total Spots

Total Cost

Daypart

Rating: 3.2

Sales Remark: V5 REV
V5 Comment Changed, Rate Changed

Rating: 3.0

*7 TH 7A-8A GOOD DAY UTAH
Sales Remark: V5 REV
V5 Comment Changed, Rate Changed

Rating: 3.0

*8 M 7A-8A GOOD DAY UTAH
Sales Remark: V5 REV
V5 Comment Changed, Rate Changed

Rating: 3.0

*9 TU 7A-8A GOOD DAY UTAH
Sales Remark: V5 REV
V5 More than 2 codes changed

Rating: 3.0

*10 W 8A-9A GOOD DAY UTAH
Sales Remark: V5 REV
V5 Comment Changed, Rate Changed

Rating: 3.0

*11 F 8A-9A GOOD DAY UTAH
Sales Remark: V5 REV
V5 Comment Changed, Rate Changed

Rating: 3.0

*12 TU 8A-9A GOOD DAY UTAH
Sales Remark: V5 REV
V5 Comment Changed, Rate Changed

:30 \$375.00 09/18-09/18 1 1 1 \$375.00

:30 \$375.00 09/14-09/14 1 1 1 \$375.00

:30 \$375.00 09/12-09/12 1 1 1 \$375.00

:30 \$375.00 09/18-09/18 1 1 1 \$375.00

:30 \$375.00 09/17-09/17 1 1 1 \$375.00

:30 \$375.00 09/13-09/13 1 1 1 \$375.00

:30 \$325.00 09/15-09/15 1 1 1 \$325.00

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Flight Dates 09/12/2012 - 09/18/2012

Hiatus Weeks

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Sales Office () WASHINGTON

Salesperson () DAN DRISCOLL

Salesperson Phone# 202-955-5342

Salesperson FAX# 917-206-9589

LT In Day Time Program

Len

Rate

Dates

Spots/Week

of Weeks

Total Spots

Daypart

*13 SA 630P-7P SEINFELD

Rating: 3.5

Sales Remark: V5 NA- MG 5-6P @ \$400

V5 Comment Changed, Spots/week Changed

*14 W 7P-830P X FACTOR

Rating: 11.0

2-2-30Y

*15 SU 530P-6P NFL POST GAME 2

Rating: 6.0

Sales Remark: V5 REV

V5 Comment Changed, Rate Changed

*16 TH-F 5P-6P NEWS

Sales Remark: V5 MG FOR 9/15 SA/630-7P@ \$400

V5 Added

---REPORT TOTALS---

Report Totals: 15 / \$8,900.00

---SALES MONTHLY TOTALS---

Sep 12: 15 / \$8,900.00

Sales Totals: 15 / \$8,900.00

Station Totals: 15 / \$8,900.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$44,500

CABL 0% KTVX 17%

KDLU 0% KUCW 0%

KJZZ 0% KUTV 43%

KSL 20% UNKB 0%

KSTU 20% UNKN 0%

Books null
Demos RA35+

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ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/912918
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
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